SPARC – Sustainability Programming for Ag Retailers and CCAS

ICCA
September 17, 2019
Wichita, KS
**Vision:** By 2022, ag retailers and certified crop advisers provide sustainability services to the majority of U.S. farmers while measuring and continuously improving environmental outcomes.

**Mission:** To pre-competitively strengthen the ability of ag retailers and certified crop advisers to deliver services that drive continuous improvement in the productivity, profitability and environmental outcomes of farmers’ operations.
Demand for Trusted Advisers to Accelerate Continuous Improvement in Commodity Crop Sustainability
Why should CCAs promote sustainability?

**Opportunity** to
- Demonstrate expertise
- Deepen client relationships
- Stay ahead of the competition
Connect to supply chain sustainability projects
Agricultural Supply Chain

- Ag Input Providers
- Growers
- Ingredient Processors
- Consumer Brands and Retail
Company Examples

- Working with 15 suppliers to reduce fertilizer loss and improve yields on 76 million acres by 2025
- Project Gigaton: establish nutrient management goals that reduce greenhouse gases at farm level
- Founder-member of Midwest Row Crop Collaborative - support projects that improve soil health and water quality
  - Cover crops
  - Conservation tillage
  - Science-based nutrient management

https://www.walmartsustainabilityhub.com/
Company Examples

• Reducing greenhouse gas emission
• Conserving water
• Member of Midwest Row Crop Collaborative
• Tackling row crop impacts on hypoxic dead zone in Gulf of Mexico

Company Examples

- Conserving natural resources
- Reducing energy use
- Reducing water use
- Lowering greenhouse gas emissions
- Member of Midwest Row Crop Collaborative
- Ground-water quality in Upper Mississippi River Basin

Company Examples

• Tracking and reducing greenhouse gas emissions and water use in supply chain
  • Water stewardship program
  • Ecosystem commitments
  • Sustainable sourcing
• Working with local agronomists and farmers to:
  • Boost soil health
  • Sequester carbon
  • Reduce greenhouse gas emissions
• Founder-member of Midwest Row Crop Collaborative

Where can CCAs jump in?
Resources for CCAs
Online Modules

0.5 CEUs each

CLASSROOM - SPARC - SUSTAINABILITY PROGRAMMING FOR AG RETAILERS AND CCAS

SPARC - Sustainability Programming for Ag Retailers and CCAs
Online Modules

**Sustainability 101**
Defines sustainability, explains the growing demand for sustainably-sourced products and explores how sustainability can create business opportunities for ag retailers and their farmer-clientele
Online Modules

**Environmental Sustainability Metrics**

Explains the eight sustainability outcomes measured by the Fieldprint Platform and how these outcomes affect corporate decision making in the supply chain.
Online Modules

Practices & Services Supporting Sustainable Agronomy

Relates the environmental metrics to some widespread practices and products that drive continuous improvement.
Online Modules

Measuring Sustainability Success

Explores how to measure environmental outcomes of the sustainability services provided to farmer customers; and the value that ag retailers can derive by helping farmers and the supply chain collect and manage sustainability data.
Online Modules

The Farmer Business Case for Sustainability

Highlights real farmers that have implemented sustainable practices in their operations and achieved economic benefits.
Online Modules

Developing a Sustainability Program

Explores the benefits to an ag retailer of developing a comprehensive sustainability program and offers ideas to communicate the value of the program to employees and customers.
Download the Know the Issues Guides

Customizable guides to share with farmers that explain the environmental metrics and the practices and systems that can improve outcomes like water quality and reduced soil erosion.
Other Resources for CCAs

Case studies – series of five studies into the costs and benefits of implementing farm management changes to improve outcomes

Download the case studies
Who to contact for more information on SPARC

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* Can help you design a custom training for your staff.
Thank you!